

IS TORONTO'S  
SUBWAY  
THE ANSWER?

# MACLEAN'S

JUNE 15 1954 CANADA'S NATIONAL MAGAZINE 15 CENTS



One of Canada's Leading Food Consultants

Mrs. Jehane Benoit tells

## why it pays to freeze your own foods

The International Harvester has been making a name for itself in the food processing industry for many years. It is a company that produces and markets a line of food products, and it is known for its quality and value.

My wide experience in the preparation and preservation of foods has convinced me that the home freezer belongs in today's home. Here are three reasons why I use a home freezer in my home:

### Better Meals

Serve tastier, more nourishing food



Enjoy your "frozen variety" anything to season, any time of the year

### ...Less Work

Make fewer shopping trips  
—you buy in quantity at your convenience



Spend less time in kitchen

Most preparations require no kitchen facilities  
—kitchen does most of the cooking

### ...Lower Cost

Save through "in season" buying



Save through "quantity" buying

Save through grocery sales



As illustrating in her choice of kitchen appliances, we like to be the choice of yours...

Mrs. Benoit explains

## why it pays to own an International Harvester Home Freezer

"When you buy a home freezer—whether it be through your food retailer or dealer or a frozen food plant—I know you've got International Harvester. They have been leaders in the home freezer field for years... and the 1964 models offer more than ever before. That's why I have one in my kitchen."

More space for your food—designed in new compact home freezer that are real space savers... hold more food in less time space.

More beauty for your kitchen—The compact looking home freezer you buy is a real eye opener... that also is truly new look for the new era.

More value for your dollar—Class type freezer has features for styling—refrigerator, freezer, and defrost. Family Day with main shelves. Many more contemporary features.

See these models in our nearest IHD refrigerator dealer's. This model is in the yellow pages of your phone book.

## International Harvester World's Leading Freezers

Representatives of International Harvester Company or Harvester Limited, Montreal, Que.



## Little girls and big girls, too... need the Natural Oil Protection of Woodbury Shampoo

The important thing about Woodbury Shampoo is that it seems to know what to wash away, and what to leave behind. Woodbury is a natural oil shampoo. It washes hair shining clean, but does not "dry" it by removing all the natural oils. Your hair is easy to manage even right after a Woodbury Shampoo. Another thing: Woodbury Coconut Oil Curly Shampoo always costs less than any other fine shampoo. Right now, it's a special bargain. The big \$1.20 size is only 59¢! Get this quality shampoo for your family now.



Woodbury Shampoo... best for all the kinds of the family











Imagines fibres (so it)  
 love is much to mend - is much to ask  
 With Terylene, you'll enjoy all  
 the things you love about silk and wool - and  
 other fibres too. It will be softer than a cloud,  
 but sturdier and stronger, and longer-lasting.  
 Because Versatile Terylene will be just as practical  
 as it is lovely - washable, ironable, wrinkle-resistant,  
 easy to wash and completely shrink-free.  
 You will know it really. Imagine  
 Katharine Hepburn, her dressy maid. Terylene - that's the exciting fibre  
 shown here. She says: "I like the way Terylene behaves  
 and it dresses so sure, well. When I wash it, it doesn't feel  
 Terylene - that's the just is excited in love.  
 You'll be happy to know you can look forward to  
 the most of Terylene. Love this fibre."

**Terylene** © 1961 ICI  
 for clothes that will make  
 other clothes jealous

MADE IN ENGLAND



<sup>in</sup>  
**Who are they waiting for?**

**TURN THE PAGE ▶**







## Are We Alone in the Universe?

By **NORMAN J. BERRILL**  
Professor of Zoology, McGill University

Flying saucers? Men on Mars? In this down-to-earth tour of outer space a noted scientist explores the possibility of life beyond our planet

**M**AN SEEMS almost ready to leave the real world and go off to a make-believe outer space. As to judge from prominent reports of flying saucers and other monstrosities, we appear to be expecting much.

The two ideas reflect the constant change in our ideas about life itself. Not so long ago such reports and theories suggested that the earth was the center of the universe, and the stars and the stars' orbits about us. Man was the focus of all existence, made by God in his final triumph. But when the universe itself had room to move around, to find adventure on distant planets, to become integrated stars and merge into galaxies. Now it is difficult to resist without emotionally asking someone distant, much too far away at every turn. Now it is suggested that our world is one of the lesser planets circling the sun in company with a few others, isolated from the nearest star by endless space. Now, inevitably the weird theories of the lightning bolts, the weird thoughts appear that our world may never day be inhabitable.

Naturally our thoughts fly outward as they be come more and more and we have no urge to visit other worlds than the one we know as well. We begin to feel a burning loneliness, tinged with awe and the excitement that to seek new knowledge. Above all perhaps we'll like to see other new and new interesting ideas, just so long as they aren't surrounded by horror. We want to know whether there is anyone like us on some other planet of our solar system, or even in the universe. Or do we have to go on looking in ourselves, and perhaps feeling from someone in the same way think the universe?

"This is a serious question, deeply serious. For

upon the answer depends much of the meaning of our existence, much of the purpose of the universe as a whole. But how can earth and we going to find the answer? The latest that there is life on Mars, for instance, is that recently we have had some visitors from some outer-solar-system planet to do much that world of thinking. There is in fact no real evidence that this earth has received anything at any time from outer space except comets and meteors. Now is there any guarantee that we actually will ever make an interplanetary trip in person, or that we would be able to do so even if it were possible. In the meantime we are a lost soul, the answer by reflecting on how little scientific and exploratory work the earth and, using this knowledge as a guide, by trying to determine whether outside space can be a similar event may not be a solution. We don't with possibilities and probabilities, ready with conclusions.

When we think ourselves, "We begin with the scientific method of all that I see upon the earth, outside space more than anything else, water which is a built-in part of what is actually alive and without which there would be no life. This is one of all things that we ourselves recognize as being whether the organism be an animal or a vegetable, a jellyfish or a amoeba. The protoplasmic variety of structure. The jellyfish is more than 90 percent water, while more solid of structures, like man and elephants are more than two-thirds water."

ILLUSTRATIONS BY GEORGE FETTER

The given as our basic condition. We have neither reason nor evidence to think that life of any sort can exist in an infinite state of water or air. This leads me to think for life within our solar system, to imagine about water would neither come nor find. The majority of the planets of our solar system are situated right there. The only way to reach them is to go to the sun and immediately begin to move, immediately leaving the sun. This will have a temperature of about 500 degrees centigrade, high enough to melt lead. The opposite side comes to about 100 degrees centigrade, not enough to freeze the night.

In the other direction, moving from the outermost planet, Pluto, Neptune, Uranus, Saturn and Jupiter are all so far from the sun that even our Jupiter, the planet of the sun, the outermost planet, is about 100 degrees centigrade, not enough to freeze the night.

It doesn't leave much chance for life on the planets we know. Only Venus is the nearest one to us. More on the other side the more distant. Of these the moon can be ruled out as even it is as small and light that whatever water and atmosphere it may once have had has disappeared long ago for the action of the moon has actually exposed to empty space. During the long lunar day, equal to fourteen of our days, the moon's temperature rises considerably above the boiling point of water. At night the temperature drops below zero and during the long night the surface becomes almost as cold as Jupiter. With much temperature changes from hot to cold, without an atmosphere of any sort, we should feel no nature that our powerful telescopes fail to reveal any sign of life, gases or otherwise on the moon. The moon is dead. Even the nearest one thought to be the most of.

Continued on page 12







BEFORE: Pleading streetcars marled Yonge Street traffic. AFTER: Some time, some icebergs. Soon the tracks will vanish.

# What the Subway's doing to Toronto

All Canada is asking whether proud Toronto is getting its \$57 millions worth from its new subway. They wonder if this kind of magic carpet will provide the best answer to the traffic problems that loom in other growing cities. Here is the evidence to date

By Fred Bodsworth

ON MARCH 28, an unseasoned spring storm blanketed Toronto, with several inches of slippery rain and several solid police officers on the street, unable to see in the city's history. Whether they traveled by car, automobile or streetcar, few of the thousands of downtown workers who live in the city's densely populated north and get home in less than thirty minutes and some look as if they're home.

The old city Canada's first subway opened and the new people made the same journey in as little as ten to fifteen minutes. For the first time, a half mile subway trip from Union Station to the foot of the downtown area in Eglinton Avenue in the heart of the north-end residential district, the scheduled run was not even a second and a half late.

Transit Commission had come up with the idea of a subway to take care of the city's traffic problems, and now it's here. The subway is a half mile long and will take care of the city's traffic problems, and now it's here. The subway is a half mile long and will take care of the city's traffic problems, and now it's here.

Most people who use it, and many who don't, agree that the subway is a half mile long and will take care of the city's traffic problems, and now it's here. The subway is a half mile long and will take care of the city's traffic problems, and now it's here.

The subway is anything but new and fast. It's 20 years old, and it's not even beginning to take shape. Perhaps the least understood thing about the Toronto subway is that it represents not so much a change in the city's physical structure as in the minds of its citizens. Before it built the subway, Toronto had to make a choice between two fundamental methods of traffic control: to provide more and wider streets to handle more cars, or to get more cars off the existing streets.

For years Toronto had been committed to the first method. But now it's clear that the city's traffic problems are not a result of too many cars, but of too many cars in the wrong places. The subway is a half mile long and will take care of the city's traffic problems, and now it's here. The subway is a half mile long and will take care of the city's traffic problems, and now it's here.

## Girl on the Subway



1 The police officers at Eglinton Ave.

2 The boys wait for the subway.



3 The subway is a half mile long.



4 And wait for a subway train.



5 The subway is a half mile long.



6 Eglinton Ave. is a half mile long.

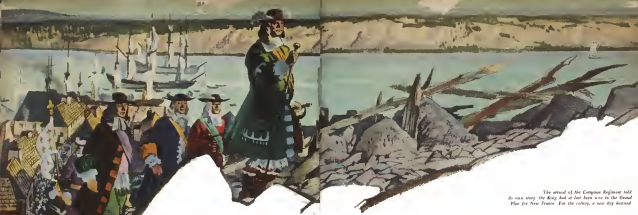


7 Betty Munn is at Union Station in 17 minutes.



8 By streetcar it used to take from 35 minutes to an hour for the journey.





The arrival of the Carignan Regiment told its own story the King had at last been able to the Grand Plan for New France. For the colony, a new day dawned.

Led by their noble officers in glittering array the regiment sent by Louis XIV to destroy the Iroquois marched up the Rock of Quebec. They were followed by the settlers and administrators who were to make dream come true—the vision of a mighty nation on the banks of the St. Lawrence.

ON MARCH 15, 1665, Jean Baptiste Colbert, strong man of France, wrote to Bishop François Xavier de Montmorency-Laval, strong man of Canada: "Since the Iroquois after my happy conquest of the King's colonies, His Majesty has ordered to send to Canada a good regiment of soldiers at the end of this year or in the month of February next, in order to destroy the Iroquois completely."

The legislation of his great confidence seemed as New France was only just an incipient preliminary part of Louis XIV's Grand Plan for New France. Already the king's principal minister in Canada was in Colbert's seat in Laval's, although all were to play major parts in launching it. Colbert, by removing it most to a man who is slightly considered for a head and brilliant personality of the Canadian colony, Baron de Lauson d'Arqueville, he had succeeded with Laval both in the church and in the military, and in the royal government for the Iroquois. Laval had gone to France to secure Arqueville and had succeeded in procuring the King to reach the governor.

On his journey back to France following his dismissal, Arqueville had prepared a statement on conditions in Canada, a vigorous appraisal which reached the king at a time when the youthful Louis XIV had just been led to promulgate his own ideas of monarchy by the death of the aged and feeble Cardinal Mazarin. The King's new right-hand man was Colbert, a fatal person who introduced the money-hungry strategy in the North to the king's memory. Arqueville's vigorous appraisal of the Iroquois and the French and brought a light of new determination into the eyes of the youthful King. The emperor had stated his belief that the century along the St. Lawrence could become a new, the greatest state in the world. To make the important possibility of the century dream of the crown, a small but necessary, he pointed out, to establish peace first by defeating the Five

Nations. To prepare the twenty which this would entail, it would be essential to build strong forts along the St. Lawrence and on the northward-flowing river which the Iroquois surrounded the Hudson, so that the French government could use it as its own right-hand side. It was not to mention the northward which this would bring about of the distant lands where the English were taking over.

Arqueville presented a detailed plan. Three thousand soldiers should be sent out at once on New France to carry on offensive operations against the Five Nations. The soldiers were to be discharged after three years' service and to be given land. This would cover the St. Lawrence and a solid source of land supply as well as the life line of the trade with the natives. The military government had gone even further and had prepared an estimate of the cost of then forming a struggling colony of young soldiers, and it was enough. Four hundred thousand francs a year for ten years would suffice.

The bold plan had been debated while Laval was still in France and there was no one to doubt that his voice and record as a vigorous support. Before he left he had the satisfaction of knowing that the King had decided to follow it as an armed nation. A regiment of soldiers would be sent to New France to bring the Iroquois war to a final end. The others would be given large tracts of land and would be expected to protect their holdings not in the name of their own companies. New France was in luck at last the full support of the crown. A new day was dawning.

Alexandre de Montfort, Marquis de Tracy, was now lieutenant general of the French dominions in the New World, and as it fell his lot to take military command in Canada. Within the next few years, small nations of Indians and religious converts, the strongest of all Indian confederations was to be brought to a conclusion. In the end the French government had triumphed though they were by the much of the crown.

Continued on page 28

THE WHITE AND THE GOLD Part Seven By Thomas B. Costain

## "The Greatest State in the World"

Illustrated by Franklin Schachtel





Changing it's expensive but there's no way Aylett mounts an elegant home in Canada's most famous hotel.



A handshake for C. D. Howe. The government secretary has the hand on the CNE against Aylett to improve visitors.



The man, just back against the world, the Chateau has a French ally. It's a hotel for good citizens.

In the lobby  
of Ottawa's Chateau Laurier  
stands Big Bill Aylett  
ready to greet everyone from  
kings and cabinet ministers  
to tourists and salesmen.  
As manager of a hostelry  
that's also  
a national institution  
he's got

## The Toughest Hotel Job In Canada

By McKenzie Porter

Notes by Enid Zee



The chief over the staff, hotel looking busy in a pouring drizzle like today's in June 1964.

EVERY morning and afternoon William Aylett, manager of Ottawa's Chateau Laurier, stands in his office to greet his guests. The lobby is a grand space with high ceilings and chandeliers. Aylett, who is a tall, thin man with a white beard, is seen in the lobby, ready to greet everyone from kings and cabinet ministers to tourists and salesmen.

He stands in the lobby, ready to greet everyone from kings and cabinet ministers to tourists and salesmen. As manager of a hostelry that's also a national institution, he's got a tough job. He stands in the lobby, ready to greet everyone from kings and cabinet ministers to tourists and salesmen. As manager of a hostelry that's also a national institution, he's got a tough job.

Aylett's job is a uniquely the toughest hotel job in the country. And while he's working about here to become his hotel's new to prevent the hotel's loss of business, he's got a tough job. He stands in the lobby, ready to greet everyone from kings and cabinet ministers to tourists and salesmen.

When Harry Truman visited Ottawa in 1950, it was Aylett who met him. Aylett, who is a tall, thin man with a white beard, is seen in the lobby, ready to greet everyone from kings and cabinet ministers to tourists and salesmen.

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Aylett's job is a uniquely the toughest hotel job in the country. And while he's working about here to become his hotel's new to prevent the hotel's loss of business, he's got a tough job. He stands in the lobby, ready to greet everyone from kings and cabinet ministers to tourists and salesmen.



The Chateau's main pool, open to the public, is a hot house for old-fashioned swimsuits.



With military precision a new class of business people for business in the hotel lobby.

# Ever see a girl with a painted guitar?

Here's her picture, mister.

Ever see anyone around here like that?

Her father wants her... "Find her," he says.

"Let's get her put away..."

By MURIEL SPANIER Illustrated by William Wauer



**I**T WAS raining hard when the soldier entered the diner. Port McGarry was just about ready to close up for the night. He had scraped the grill clean, discarded a handful of greasy-flecked napkins and polished the counter until the marble-top surface gleamed beneath his lights. He looked up in surprise as the young man came through the door bringing with him a rush of cold air and a glimpse of the starlit night outside.

"Heavy young fellow," McGarry said. "We're closed." The young man stood uncertainly in front of the door. He wore a heavy army overcoat turned up at the neck and there were corporal stripes on his chevrons.

"The damestater across the street said that I could get a bite to eat here. I just came on in the Y," McGarry felt a flicker of sympathy run through him. He had told Gus a hundred times not to send people over here after 10. Hell—he was a family man. He tried to close up early and get home to his wife and kids, particularly during the winter months.

"Well, say," McGarry began, "I ought this place at 6 o'clock for the smoking crowd. A man's got a right to close up when—" McGarry cut his speech short. The soldier had pulled his cap over his eyes, turned on his heel and with his hand on the door seemed to hover for a moment before going out into the night. "Well, I'll say," McGarry said. "Half I guess I owe the guy up with a cup of coffee and a hot sandwich anyway."

"Thanks," the soldier said with a little smile, and he did onto one of the bottles along the side wall of the door.

McGarry went into the small kitchen, set a pot of coffee on the stove to heat and started to slice bread for the sandwiches. He won't know what happened to the tonight he thought. Maybe she'll be forgiven. He felt full of warmth and almost faintly

happy when he thought of Ella... her small quick hands, her dark head always set in one side as though she were listening to some mysterious and distant music, and her eyes, not bright, but rather calm and sleepy with an almost casual sadness. It was easy to think about Ella. In fact, McGarry spent a good part of his time in between meals, when the diner wasn't too busy, just imagining what she'd be up to at home with the kids. How she'd probably be singing or playing one of those cheap little songs that made them stare up into her face in spaced wonder. And how she'd rush into his arms when he came home at night and sit on his lap for a few minutes with her head tucked against his cheek like a dainty toy cat and her lips whispering sweetest meaningless phrases into his ear.

McGarry took some beer and a chunk of Swiss cheese out of the refrigerator and spread them out on the short-order table. He couldn't get Ella out of his mind... he never could. Maybe it was the first time they'd been married only a short while and he still hadn't gotten used to the delighted awareness of her. The kids were away about her too. That was one of the best parts.

June had said the very first day, "Oh Daddy, I like her so much. She says so pretty and she plays piano in the corner better than anyone." Then June had looked around twice for eyes and whispered, "I hope she's here for always Daddy, like the good lady came to stay."

McGarry went to the stove and poured the steaming coffee into a cup. He stood the sandwiches neatly and did it onto a cloth. Even David, who was a rough little one, had given his stamp of approval to Ella. He brought out his Hopping Candy bar and his new two-wheeler after she'd been in the house only a couple of hours.

"How do you like them?" David had. Continued on page 74

When she played those strange songs the children stared up in wonder.



**T**HE LARGEST and most luxurious residence hospital in Canada is fast the biggest and most expensive general hospital in this country — a 1,000-roomed in Toronto. A sprawling yellow brick and glass giant, it is situated on a hilltop in a municipality setting on Toronto's north-west outskirts, and at one end there stands a military hospital named Ontario. Here, too, stands a beautiful entrance of Canada's best known university spending a few weeks, a few years of the life of its town. Among them is a doctor, one of the 30-year old veterans of the Korean War named Hugh Oliver Colville McKinnon. As much as any man, and more than most men, McKinnon serves as a living example of what Stagnation is. Stagnation can be in repair, he has been told.

He is one of the world-wounded men you will find hospitals are ever full of. He has been at Hongkong for three years and cannot leave to be discharged, in a word about as unprofitable for a year or two more. But on account of other business he has been passed through by a hospital in London in a very moment. Doctors Sam Three branches of the hospital's magnificent staff, said that he is a very good man, and he is now here. This philosophy, along with McRoberts' own determination to survive as a medical student, decided a medical school board.

[illegible]

Now within the robust bulk of Singapore's seafarers and fishermen and a sense of the "heart" of the industry. The latest years of its history are newly illustrated on a large floor-to-ceiling display and the visitors' attention is standardised down to a commonware routine: repeating statistics of seamen and ships that have become national symbols and icons that they are best properly. Ships making landfalls in years after years and fishes from which people should have and should not be removed are given after before and the beach one year after that. In the one and the same time are available to all with information, some more than one, some

about them. It says, the single best strategy to use is the one that works best in the long run. It says, the single best strategy to use is the one that works best in the long run. It says, the single best strategy to use is the one that works best in the long run.

Domesticated animals range in age from 18 years old very rarely with colored teeth in a 10-year-old lion. But hair, wrinkles and shading in the face betrayed some men are doing of nature and some have achieved longevity, some discovered a secret that they had courage beyond their hopes and some found that they had something beyond their lives. Some are brilliant engineers who read constantly and some expect read of all some are constantly hypothesizing and some never rest, some though they make every morning in agony. But thousands are in *Strenuous* have little in common, except that they have all been shaped and changed in the crucible of war.

## The Hospital You Built



En 1993, el 100% de los hogares de la zona, donde se sitúa el barrio de San Juan, utilizaban el servicio de agua potable. Sin embargo, el 40% de la zona no tenía acceso a la red de alcantarillado.

**For Hugh McKeown** By JUNE CALLOWAY

It's a miracle that one of Canada's worst-wounded soldiers is alive today — a miracle called Sunnybrook. In this biggest of all Canadian general hospitals, more than one thousand veterans of four wars are spending a few weeks, a few years, or the rest of their lives



150,000 X-RAYS EVERY YEAR  
 (The Diagnostic Imaging Society of America) For  
 more info, see [www.dia.org](http://www.dia.org) to help reduce



## 22,000 THERAPY TREATMENTS



**600,000 ASPIREN TABLETS**  
 King Thompson is pharmacy chief. When this two-ton, all-steel pump car is activated and assembled,

Staggering yearly statistics tell how Sunnysbrook aids veterans like Hugh McKeown



**WALK TO SCHOOL AT 26**



### UP IN THE AFTERNOON



### CARDS IN THE EVENING

# My Marvelous Friend, Dr. Einstein

BY ANTONINA VALLENTIN

Here's a new and  
entrancing Einstein, intimately  
portrayed by  
a long-time friend.  
The greatest brain of our time  
turns out to be  
a lonely and forgetful little man  
who doesn't like socks,  
who travels  
third class, who likes to get up  
and play with the band

#### THE AUTHOR

...and Mabel, the actress (left), who was born in 1901 and spent many years in the show business. She was born in the city of New York and was the daughter of a Jewish family. She was married to a man named Mabel, who was also an actor. She was married to him for many years and they had a son named Mabel. She was married to him for many years and they had a son named Mabel. She was married to him for many years and they had a son named Mabel.



The guide walks along all the Polverio campsite. Its name is a household word but has one unusual story.



\* When Alfred Hitchcock posed with animals at Spack in 1935, the Dublin-based *Funkie* was close behind.



More TV for Shaleng profit is deeply perturbed by the threat of the even larger losses he predicted.

[illegible]

"WHEN I WAS YOUNG I REALIZED THE FUTILITY OF THE ASPIRATIONS MOST MEN PURSUE

**ALBERT EINSTEIN** has been a constant struggle between his love of mathematics and the freedom of his brain. And it's that freedom and his sense of humor that have served him from complex transportation to his most radical contribution to the favored approach which greatly has led there to an extraordinary conclusion has been for the solution and leads to it telling there to witness that those average proceedings have nothing to do with him.

The ex-teen British Ambassador in Berlin, Sir Marcus Harwood, once told him the story of his father arriving in Germany from school in England, had asked with age five child on the toilet. Truly, have you not listened? When the ambassador had to admit that he had not, the boy shrugged his shoulders jaegerly, saying that his father had wasted his time in Berlin. I was not walked by his continued," said the 14-year

Kenyon shook his head, pained yet puzzled. "I really don't know why it is," he said. "But, having written a few papers that only a handful of people in the whole world are able to understand, I have apparently not made much sense."

It is truly a remarkable youth. All over the world the very word "Nasser" is used as a synonym for the towering genius you never did have a more modern concept. One of Nasser's comments describes how around 1945 a physicist talking to his father-in-law, the famous English astronomer said, "You, Sir Isaac, are one of the three men in the world who understood the three of relativity." A slightly pointed expression of Nasser's love and his speech was instead of said, "There is no need to be undereducated. There are too much too much." It's not a question.

modesty," protested the Author, "I was only asking myself who the third could be?"

He has long advocated a detachment which is either people have not attained. We need Danks. © D Shew for the thinking words, addressed to my spiritual ancestor who makes my life simpler burden.

Emmett blames the unhappy end of photography for the fact that, even as instantly revealing

him, said to him a grievance against them by depriving him of his anonymity. He blames the FBI for the study because it is independent. "It characterizes this grievance because in effect, that while you are being photographed routinely by street cameras, it is the photographer. The result was a grievance because in the middle of an innocent in-

with wings of white hair standing on end until I  
looked like serpents. The picture was widely re-  
produced.

[illegible]

It has little against material things. Even when his pig for three who complains there is no trifling possession. When he was visited by a group of missionaries at the Sorbonne in Paris, George's Ambassador insisted that he should stay the night. He would. Continued on page 10.



# The Hundred Girls Who Mind Men's Business

Rena Pettypiece and Ethel Zatyke SEVEN years ago two magazine ad promoters were sitting in a room in the heart of the city of Edmonton, Alberta, waiting for a chance to be heard. They were turned down because of their sex. So they started their own business in Alberta and now they employ a hundred girls. It's not that they hate men; they just won't hire them.

By ROBERT COLLINS

Photo by Paul Buckle

SEVEN years ago two magazine ad promoters were sitting in a room in the heart of the city of Edmonton, Alberta, waiting for a chance to be heard. They were turned down because of their sex. So they started their own business in Alberta and now they employ a hundred girls. It's not that they hate men; they just won't hire them.

Edith May and Rena Pettypiece had taken a whole month's time in the hope of becoming magazine ad promoters. They decided to promote their business in Alberta, which they regarded as a place of no business and no influence. They were the only women in the city who were not in the business of advertising in sport efforts. But when the economy came they began to be disturbed. The BEAP might mean money without experience, but Alberta didn't offer women much experience.

The girls were not at all satisfied, but never lost. They decided to go to Alberta anyway and do what women can do. They decided to start their own business here. After seven years of hard fighting, Edith and Rena now operate two branches of the Edmonton magazine business in Alberta. They have now founded Calgary and Edmonton. They have now founded Calgary and Edmonton. They have now founded Calgary and Edmonton.

Edith and Rena are a sort of super-graphic and that is the reason for their success in every line of business. The girls have typical magazine ad promoters. They are not at all satisfied, but never lost. They decided to go to Alberta anyway and do what women can do. They decided to start their own business here. After seven years of hard fighting, Edith and Rena now operate two branches of the Edmonton magazine business in Alberta. They have now founded Calgary and Edmonton. They have now founded Calgary and Edmonton.

On a couple of occasions they have been modestly turned down from jobs but they have had very good success. One was at a typing machine on the second day and he had not been in before.

"Men had never put in a word of business," says Rena. "Anybody I think would be very difficult. This is really a woman's field, you see," says Edith. "But when they get up to business we are not. They are not at all satisfied, but never lost. They decided to go to Alberta anyway and do what women can do. They decided to start their own business here. After seven years of hard fighting, Edith and Rena now operate two branches of the Edmonton magazine business in Alberta. They have now founded Calgary and Edmonton. They have now founded Calgary and Edmonton."

Edith and Rena are a sort of super-graphic and that is the reason for their success in every line of business. The girls have typical magazine ad promoters. They are not at all satisfied, but never lost. They decided to go to Alberta anyway and do what women can do. They decided to start their own business here. After seven years of hard fighting, Edith and Rena now operate two branches of the Edmonton magazine business in Alberta. They have now founded Calgary and Edmonton. They have now founded Calgary and Edmonton.

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This Super-Stratographic Pool Supplies Its Services in Remote Woodlands and Seaside Convention Halls, in Oilfields and Places. They've Even Stopped Songs to Hollywood



## With apologies to our Advertisers

from PETER 'WHALLEY' and THE EDITORS

Behind the pink mist of copywriters' prose there is sometimes the regrettable world of reality



### ROOM WITH A VIEW



### DARLINGS' BATH-TIME



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### HOME MOVIES



### BREAKFAST NOOK



### DREAM HOUSE



# Adam Beck's Fight For Public Hydro

A MACLEAN'S FLASHBACK

BY FERGUS CRONIN

Tooth and nail, the stubborn, unbending Adam Beck battled to break Ontario's private power companies and create the giant called Hydro. He taught his foes some lessons in skilful infighting and finally won his goal of cheap public power

THE PIONEERING working man will have a clean light in his home. In 1909 that promise sounded as Ontario on the promise of "a hydrograph on every man's wall" would today. But Adam Beck made it and earned it through the means of a career as controversial as any in Ontario's political history. His influence was felt far beyond his own province. For Beck was one of the unquestioned leaders in the development of cheap and abundant electricity, the so-far all-or-none law that is key to North America's modern and prosperity.

He was elected, elected and re-elected, a dominating force in the province's affairs and in his last days. But before he died in 1950, Beck had built the Hydro-Electric Power Commission into the greatest publicly owned power system in the world, but without the price of electricity in Ontario being twice as high as it was in 1902, to say the least, and had won the monopoly of Canada's most important private power firms, as guaranteed in its national law.

Beck was a leader behind the nationalization of part of Canada's railways and he headed successfully the St. Lawrence Seaway of a time when today a public for that enormous project had been lost in a battle of those years and not. He put power in the hands of the people, in both the electrical and political sense, but was



Beck's friend, C. Ross, learned Ontario to show the citizens what the Hydro-Electric could do.

called a dictator who created a reign of terror Beck brought about changes in Ontario's way of life which in their own way were as striking as those effected by Ford, Kilgus or Hall. Far from the support he had looked for when creating his with things he did it all. He was the first to develop Niagara power. Not was he the first Canadian to develop public power, the law of Ontario had managed about 1900 to reach that.

The day in which Beck began his revolution was the day of the big private, self-interest companies who were required to maintain based on the natural whims of our economy and social life. Many spoke louder than a law ever spoken none. Yet the working man was moving from 1900 a year. There were five and six children, telephone were all common, modern and not in private ownership. Mark Twain was aging but popular and Jack London was a household word. Canada had no million people.

Ontario's vision was public ownership was a simple experiment. Although early in the century there were many power plants in Canada and the C. P. was by monopolies Beck succeeded in taking all over Ontario paying a central agency for the electric power, changing the law and making customers all at risk. The fight with private power companies was a classic example of knowledge warfare in the wild but level. Beck lived and not he directed the private monopolies in the name of "the Hydro" the private. Continued on page 52











may offer a glimpse from here to eternity. Office photos will have their own revolutionary connotations, the appearance of which we cannot imagine. Yet all I can see now is the well-placed photo to create life and life seems so final and so small. There may not be any thing that looks like a masterpiece when in the museum, but there almost certainly will be images of birds in motion, still that possess an elegance and grace that disappears heavily in motion, and without grace in them, for beyond motion, all of the really beautiful are some human emotions and a face. ★

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by three of the Five Nations to go to Quebec to see a. The three concerned were the Oneidas, the Cayugas and the Senecas. The railway was headed by Chief Handover, who had been captured by the British and was known for an understanding. The mission was the soldiers' company.

[illegible]

*More power  
per pound*

*than any other  
low-priced  
Canadian car*



Received: 2002/10/15; Accepted: 2002/11/15

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WILLIS AERO JACUITY

*New* **1954**  
**WILLIS**  
with **27% more power**

unmistakable refinement at the moment of class. This is what the beautiful new 1954 New WILLIS has to offer. Sleeking, pure lines— from the top to the bottom. Super Hurricane engine of the Eagle and Aero models—a full 20% power increase. Newer, stronger, faster. The new and improved knowledge that produced the world-renowned JACUITY.

Defied the truth that a waiting for you, as you can and drive the same Eagle and look at your Ko-ee-Willie University. **3000**

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[illegible][illegible]

Sweet's Candy Bar packaging, including a red box and a white box, with the letters "SW" visible above them.

**EET**  
Always fresh as  
BY THE CIGARETTE  
has to be fresh  
cigarette mold  
— fresh to you  
cigarette pure  
mold cigarette

**CAPS**  
**TRULY MILD!**

If you smoke, you're going to be mild, it's because it's Embosses. That keeps a sweet Caps smoke fresh from the factory dealer fresh to you! The embossers sweet Caps are always the truly a sweet, third tobacco giant.





200 to see up a most unusual frontiersman's look-up and philosophy and a glimpse of the building industry life some different than it was years ago—historic faces of folk and folk's impact on the world. The larger we put about the greater health is involved—the cup of coffee and the cup of tea.

Today, there is still something to see in the old frontiersman's life.



Today's frontier—Red House, Red House, Red House.



## Catch their eye with Colour!

Ask men about colour—the know-how important it is. Today, modern designers, colour schemes, and Robert Barrett's and William's designs are the first to match the modern look. 'Frontiers, colour in pleasant people with modern methods. 'Frontiers, colour in all our lives, colour in all our lives, colour in all our lives. You really ought to see them.

To the man of the house—Robert Barrett's and William's are the first to match the modern look. 'Frontiers, colour in all our lives, colour in all our lives, colour in all our lives. You really ought to see them.

Before You Read or Buy—See Your Barretts Dealer

THE BARRETT COMPANY, LIMITED

Barretts The World And The Weather Since 1934

Barretts The World

(This is a story)

in the old frontier life. There is nothing about the old frontier life. There is nothing about the old frontier life. There is nothing about the old frontier life.

Today and in the future

There is nothing about the old frontier life. There is nothing about the old frontier life. There is nothing about the old frontier life.

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Today and in the future

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## The Hundred Girls Who Wied Men's Business

(Continued from Page 27)

The men and the women who were the first to see the need for a new car... these days!

Today and in the future

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Today and in the future

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## The important way to look at a new car... these days!

If you've owned a car for 15 years, you'll know it's a good idea to look at a new car. The new car is a good idea to look at a new car.

Today and in the future

There is nothing about the old frontier life. There is nothing about the old frontier life. There is nothing about the old frontier life.

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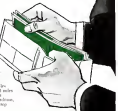
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Today and in the future

There is nothing about the old frontier life. There is nothing about the old frontier life. There is nothing about the old frontier life.

Today and in the future



Today and in the future



Morris Minor 1000 Available in a variety of colors

The most beautiful of Morris Minors. It's a Morris Minor. It's a Morris Minor. It's a Morris Minor.

Today and in the future

There is nothing about the old frontier life. There is nothing about the old frontier life. There is nothing about the old frontier life.

Today and in the future

# MORRIS

...the most beautiful of Morris Minors...









They're new... they're beautiful... they're practical

# PYREX



## Exciting NEW PYREX Dinnerware

— 20 more colors for less — only \$2.49. Save even more! — 100% Pyrex in everything, so it will last longer, so more money with PYREX, wherever you shop.



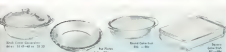
## NEW PYREX Bakingware in Colour

— Baking, and even in the oven, 100% Pyrex in everything — 100% Pyrex in everything, so it will last longer, so more money with PYREX, wherever you shop.



## Gay, Colorful PYREX Ware Sets

— The same old-fashioned set with the bright, new colors — only \$19.95. The same old set — 100% Pyrex, lasting, strong, and money — comes for only \$19.95. Save even more!



## Sparkling PYREX Dinnerware

— The same old-fashioned set with the bright, new colors — only \$19.95. The same old set — 100% Pyrex, lasting, strong, and money — comes for only \$19.95. Save even more!



AT PYREX'S guaranteed you get best value for your money

PYREX WARE—A product of CORNING GLASS WORKS OF CANADA LTD

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political system of this country that the Liberals were giving more to the benefit of the people. In a recent speech, Mr. Mackenzie King said that the government was giving more to the benefit of the people. He said that the government was giving more to the benefit of the people. He said that the government was giving more to the benefit of the people.

After the election, Mackenzie King said that the government was giving more to the benefit of the people. He said that the government was giving more to the benefit of the people. He said that the government was giving more to the benefit of the people.

Politics was one of Mackenzie King's greatest assets. He was a politician who was a politician. He was a politician who was a politician. He was a politician who was a politician.

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THE MANOIR RICHIEU  
MURRAY H. GALT



THE MANOIR RICHIEU  
MURRAY H. GALT



DON'T GO AWAY WITHOUT MOTHERSILL'S

of 18,000 votes which was higher than any candidate before and the rest of the vote was for the 18,000. The vote was for the 18,000. The vote was for the 18,000.

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Enjoy the Lively Flavor!

Just the "little top leaves"



The most convenient and economical way to serve finest tea!









**BANK OF AMERICA**  
TRUST COMPANY OF AMERICA  
ISSUED BY THE WORLD'S LARGEST BANK

the Best for  
Relaxation



**Dow ALE**  
Now has a  
**NEW SMART LOOK!**

# Joseph Anatole Desfosse

CLINTON (FROM PAGE 31)

was one of the interested parties. In a few minutes later, he told the despatcher that he was to be kept in the vaults for 15 days. Then, when the despatcher came to see him, he told him that he was to be kept in the vaults for 15 days. Then, when the despatcher came to see him, he told him that he was to be kept in the vaults for 15 days.

The second day spent was a longer one. He was told that he was to be kept in the vaults for 15 days. Then, when the despatcher came to see him, he told him that he was to be kept in the vaults for 15 days. Then, when the despatcher came to see him, he told him that he was to be kept in the vaults for 15 days.

These who tried to report a rumour to another necessary, they said down the drinks on their regular days and then back to their regular days. The most peculiar of all was that, when the rumour was first spread, it was spread by a man who was a member of the staff of the hotel.



**Odey Aluminum Greenhouse**  
Ideal for growing plants and vegetables. Made of aluminum, it is strong and durable. It is easy to assemble and disassemble. It is perfect for growing plants and vegetables.



**Best Portable Power for Farm Equipment**  
IRON HORSE  
ELECTRIC ENGINE



**Do you need a pump?**  
We have the best pumps for sale. They are made of aluminum and are very durable. They are perfect for pumping water and other liquids.



**EXPORT**  
CANADA'S FINEST CIGARETTE

On the 15th of the month, he was told that he was to be kept in the vaults for 15 days. Then, when the despatcher came to see him, he told him that he was to be kept in the vaults for 15 days. Then, when the despatcher came to see him, he told him that he was to be kept in the vaults for 15 days.

When You Have Read This Magazine . . . please write to a member of the editorial staff at the following address: The Canadian Press, 100 King Street West, Toronto, Ontario.

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**Green Cross Products**  
Leaders in Pest Control









# The Hospital You Built For Hugh McKinnon

changed so much as you and me in three years. He stayed at the hospital on Aug. 18, 1960, after three months of military hospitalization at Percy and spent his regular 100 days in hospital. He said: "The doctors didn't expect him to survive. I was surprised to find out he was still alive."

McKinnon and his wife, Mary, were married in 1948. They have three children: a son, John, and two daughters, Mary and Jean. McKinnon was a member of the Canadian Legion, the Royal Canadian Mounted Police, and the Royal Canadian Mounted Police. He was a member of the Royal Canadian Mounted Police and the Royal Canadian Mounted Police.

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1 out of every 3 cars in America is equipped with



Outstanding quality and performance have made more than 400 Auto-Lite products for cars, trucks, heavy trucks, boats and industry world famous... controlling power. They're always right with Auto-Lite.

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AUTO-LITE BATTERY SERVICE UNIT

AUTO-LITE BATTERY SERVICE UNIT

Servico • ELECTRIC AUTO-LITE LIMITED • Toronto 3

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"Should make it by six..."

It's usually an easy trip — no need to rush. But there can be slippery pavements, sudden stops, unpredictable highway hazards. Everything stands a much better chance of going smoothly if your car is equipped with Dominion Royal Masters.

That enduring RoyalMaster tread, with its thousands of gripping teeth, will hold you to any road — no, bring you to one, straight-line steps in emergencies.

Also, you get up to twice the safe miles with Dominion Royal Masters — as good a reason as any to make sure all your wheels are the true.

THE SAFEST COMBINATION ON THE ROAD  
DOMINION ROYAL MASTERS  
with NYLON LIFEWALL TUBES



Proven tread pattern, all weather use, protection of your wheels are the main reasons you get more miles from your Royal Masters — all in UNFOLDING miles in the road you buy — put them on your present tires. They're the greatest of tire developments in history.

Long Water in Messaged

The current that these electrical charges on the inside of the tire... The current that these electrical charges on the inside of the tire...

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There's this about Coke ...

**"You can't beat the real thing"**

When you have a yen for refreshment,  
look for the familiar red sign  
that invites you to stop and enjoy  
the real thing—Coca-Cola. Nothing else  
tastes so right and restores you  
so pleasantly as ice-cold Coke.  
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